



Gauging Costs & Damages From Inaccuracy, ID Theft

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Damages/Costs of ID Theft & Inaccuracy

- ◆ Inaccurately described as deadbeat to third parties
- ◆ Improperly denied credit because of inaccurate information
- ◆ Expended time and energy to correct errors not of one's making
- ◆ Wrongfully received debt collection calls
- ◆ Chilled from applying for credit
- ◆ The *emotional distress stemming from, and associated, with all of the above*
- ◆ Sleeplessness, physical symptoms
- ◆ Sense of helplessness, loss of control over personal data



The Formula

- ◆ Category & Extent of Harm
- ◆ Time & Energy Solving Immediate Problem
- ◆ Expectation That Problem Was Solved
- ◆ Number Of Recurrences
- ◆ Period of Time That Problem Persists



MACRO APPLICATION

- ◆ 161,819 (2002 FTC Complaints)
- ◆ 500,000 (2002 GAO Estimate)
- ◆ 1 Million Last Year (Wayne Abernathy)